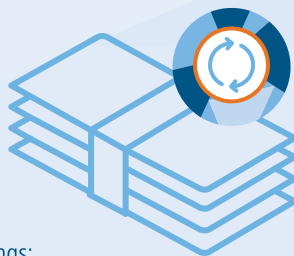




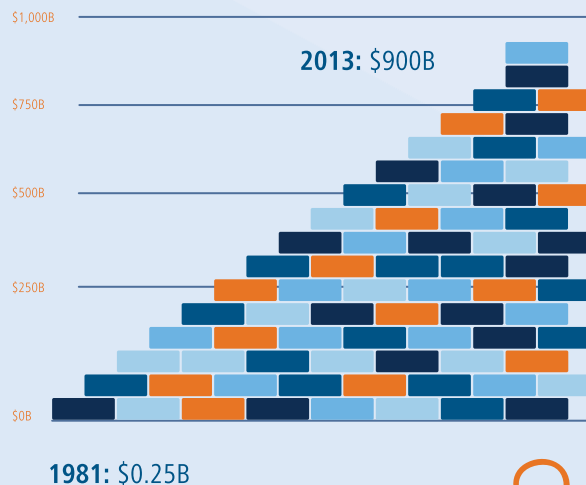
HOW MUTUAL FUNDS WORK FOR INVESTORS



Mutual Funds

are the cornerstone of Canadian retirement savings:

- Canadians hold over \$900 BILLION¹ in mutual fund assets



WHY ARE MUTUAL FUNDS SO POPULAR?



PROTECTION
strong oversight and regulation



SIMPLICITY
single purchase diversification



RESPONSIVENESS
evolve to meet investor needs

ACCESSIBILITY
low price entry point, perfectly suited to monthly contributions

PROFESSIONAL MANAGEMENT
managed by trained investment professionals

VALUE
available with advice included



IT ALL ADDS UP...



81%

of fund investors have confidence in mutual funds as **an investment solution**



WHAT EXACTLY IS THE VALUE OF ADVICE?

1 IMPROVED NET WORTH



2.1x ADVISED HOUSEHOLDS HAVE the median financial assets vs. non-advised households³

ADVISED HOUSEHOLDS

grow wealth significantly over time³



ADVICE:	4–6 yrs	7–14 yrs	15+ yrs
FINANCIAL ASSETS:	1.58x	1.99x	2.73x

2 INCREASED FINANCIAL FOCUS



Advised households more likely to have a **financial plan**⁴

Advisors help investors better control their emotions²



Advisors must use a **"Know Your Client"** questionnaire to ensure consistent investment suitability

3 BETTER RETIREMENT READINESS

Advised investors report **greater confidence** about retirement outlook⁴



Investors who have used an advisor for >10 years are **more likely to retire comfortably**³

SOURCES AND NOTES:

¹Investment Funds Institute of Canada (IFIC).

²Canadian investors' perceptions of mutual funds and the mutual fund industry 2013, IFIC/Pollara. Eighty-one percent – this level of investor confidence in mutual funds is higher than for any other investment except for their homes (82%). Fewer express confidence in GICs (65%), stocks (61%) or bonds (57%).

³New evidence on the value of financial advice, Dr. Jon Cockerline, Ph.D./IFIC.

⁴The value of advice report 2012 (IFIC). Investors who purchase financial advice are more than one-and-a-half times more likely to maintain a long-term investment strategy compared to investors who do not purchase financial advice. Those who met with a financial advisor report greater retirement confidence and significantly higher levels of emergency funds.

Commissions, trailing commissions, management fees and expenses all may be associated with mutual fund investments. Please read the prospectus before investing. Mutual funds are not 13277 guaranteed, their values change frequently and past performance may not be repeated.